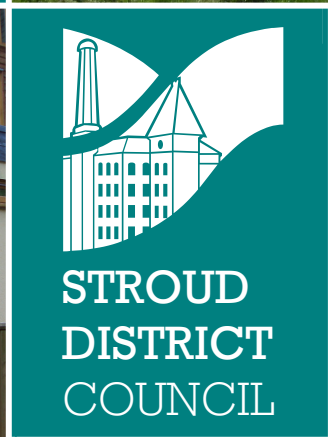
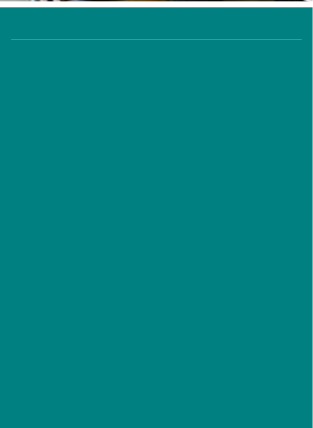
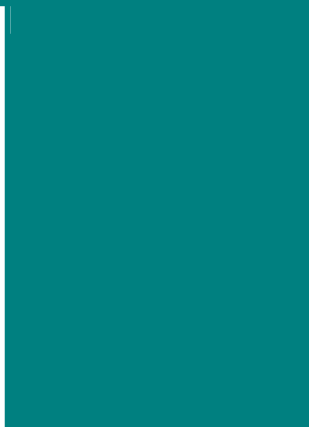


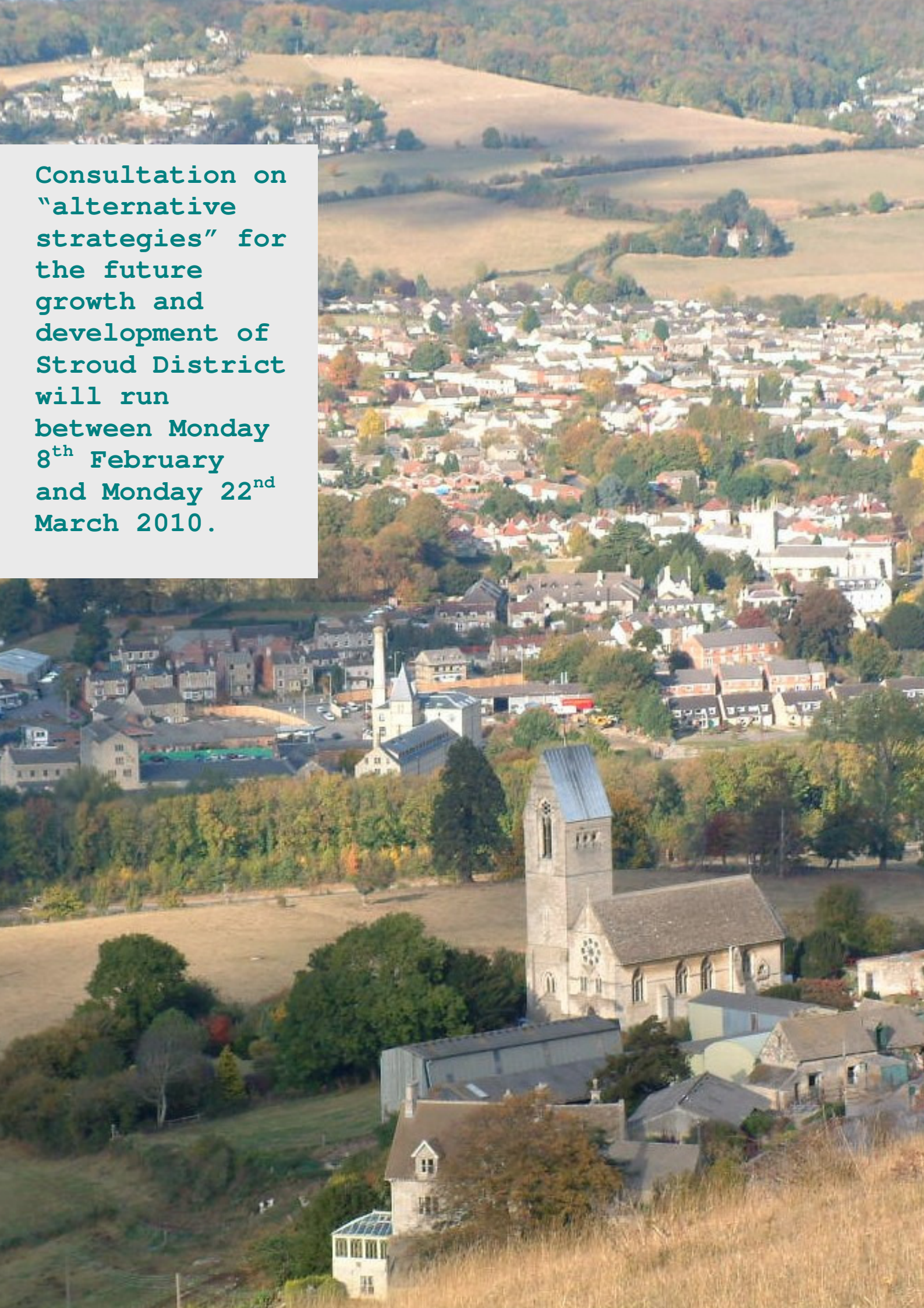
Your district Your future

Core Strategy Consultation:

A mini guide to Alternative Strategies
for shaping the future of Stroud District



Consultation on
"alternative
strategies" for
the future
growth and
development of
Stroud District
will run
between Monday
8th February
and Monday 22nd
March 2010.



Alternative Strategies for shaping the future of Stroud District

Stroud District's Core Strategy is part of a new Local Development Framework – a plan that will eventually replace the district's Local Plan. The Core strategy will set out an overall vision for the future growth and development of our area, along with policies and proposals to guide how it happens. It will set a broad framework for those parts of the district where new homes, jobs and associated facilities and infrastructure might be located up to 2026 – the same timescale as the Sustainable Community Strategy for Stroud and the South West Regional Spatial Strategy.

What's it all about?

The challenge facing us is to ensure that future growth is managed in a sustainable way, making provision for homes, jobs and community facilities, whilst at the same time protecting and improving our environment.

What are we asking?

We have published a consultation document, which sets out a range of possible routes that the District could take, in order to achieve some challenging objectives and to meet our obligations*. Some of these are targets that have been set for us by regional and national government; some are goals that you, the people that live, work and invest in this District, have told us should be priorities when planning for the future of our area.

We would like your views about the various **strategy options** and **suggested policies** that are contained in the consultation document. This mini guide sets out the bare bones of the seven alternative strategies and tells you where you can find out more and how you can make your views known. We'd like to know;



Do they successfully address the District's priorities, and do some options perform better than others?



And do they offer a realistic means of meeting our obligations and fulfilling our vision for the future?

** We need to find a way to accommodate around 2,000 new homes in the District and to encourage the generation of about two new jobs for every new household built... and we need to meet these targets in a way that builds our District's resilience to climate change and minimises our contribution to it.*

Seven Strategy Options

Each of the seven “alternative strategies” offers a way to meet our targets; but every one of them has pros and cons. We would like your views about the various strategy options.

Our Alternative Strategies consultation sets out seven spatial options (Strategy Options A-G). They illustrate a range of alternative routes that we could take to produce an overarching strategic framework for Stroud District – a framework that will ultimately set the scene for more detailed planning policy decisions in the future. The Core Strategy will consider the distribution of various kinds of development around the district – setting out, for example, whether there should be an urban focus (e.g. around the Gloucester fringe, Stroud, Stonehouse, Cam and Dursley); whether development should be dispersed around rural settlements; or whether there should be a mixture of the two. It will establish broad principles about acceptable levels of development in both the towns and the countryside and may include the definition of settlement boundaries and a settlement hierarchy (main towns, rural service centres, minor villages etc).

The final Core Strategy will be based around one over-arching “spatial strategy”: a plan that will paint a broad-brush picture of how much new development should take place across the district over the next 20 years and beyond and, in general terms, what should go where...

Why do we need all these houses?

The Regional Spatial Strategy for the South West (the RSS) currently requires the provision of 9,100 new homes in Stroud District between 1 April 2006 and 31 March 2026. However, many of these have already been built, have been given planning permission, or would be on sites already allocated through the existing Local Plan. So the residual number of homes that must be found through the Core Strategy process is actually much lower than 9,100: these strategy options assume that we still need to find sites for around 2,000.

A lot of research has been done at national, regional and county level, looking at current population and lifestyle trends to work out how many new homes we will need in our area in the future. Much of our natural population growth can be attributed to increasing life expectancy, while changes in lifestyles and family structures mean that small and single-person households are on the rise.



It's not just about houses though...

Stroud District's population is growing, economic activity rates are rising and so are average earnings. On the whole, our district has a highly skilled workforce. But we have a big problem with out-commuting: in some areas, up to one third of the working population commutes out of Stroud District to their place of work.

At present, there is an imbalance

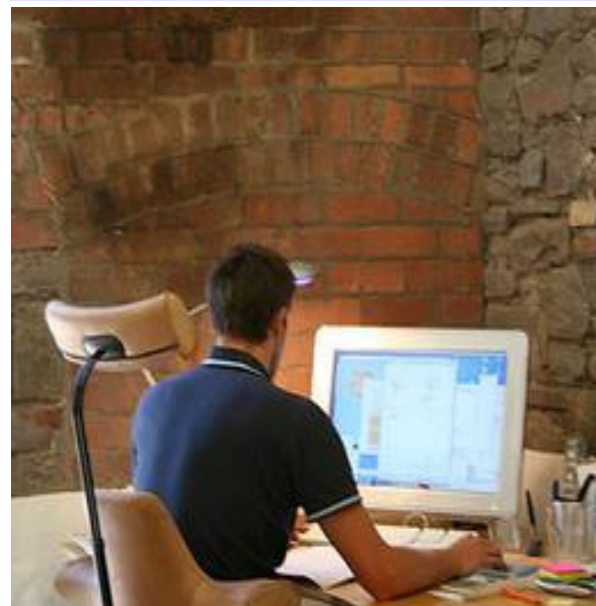
- between the number of jobs available in the District and the number of people living here that are available to work;
- between the skills and occupations of the resident population and the types of jobs that are available locally.

This suggests a need for the District to both increase and to diversify its employment base, in order to decrease the number of people travelling to work in towns and cities outside the district.

If house building is not coupled with the delivery of significant employment developments, it will only serve to further exacerbate the current out-commuting situation... meaning that our district won't feel the full economic benefits of the business resources we have. The Council suggests that about two new jobs will have to be generated for every new home built, in order to help address this imbalance.

All that commuting also makes it tougher for us to reduce our carbon footprint. As a rural district, many of us are car-dependent, so we also need to ensure that access to services and facilities can be improved in the future and our chosen strategy must enable more sustainable forms of transport to be developed.

In order to stem out-commuting, Stroud will need to attract more knowledge-based industries, enabling greater employment opportunities for the highly skilled and well qualified working population



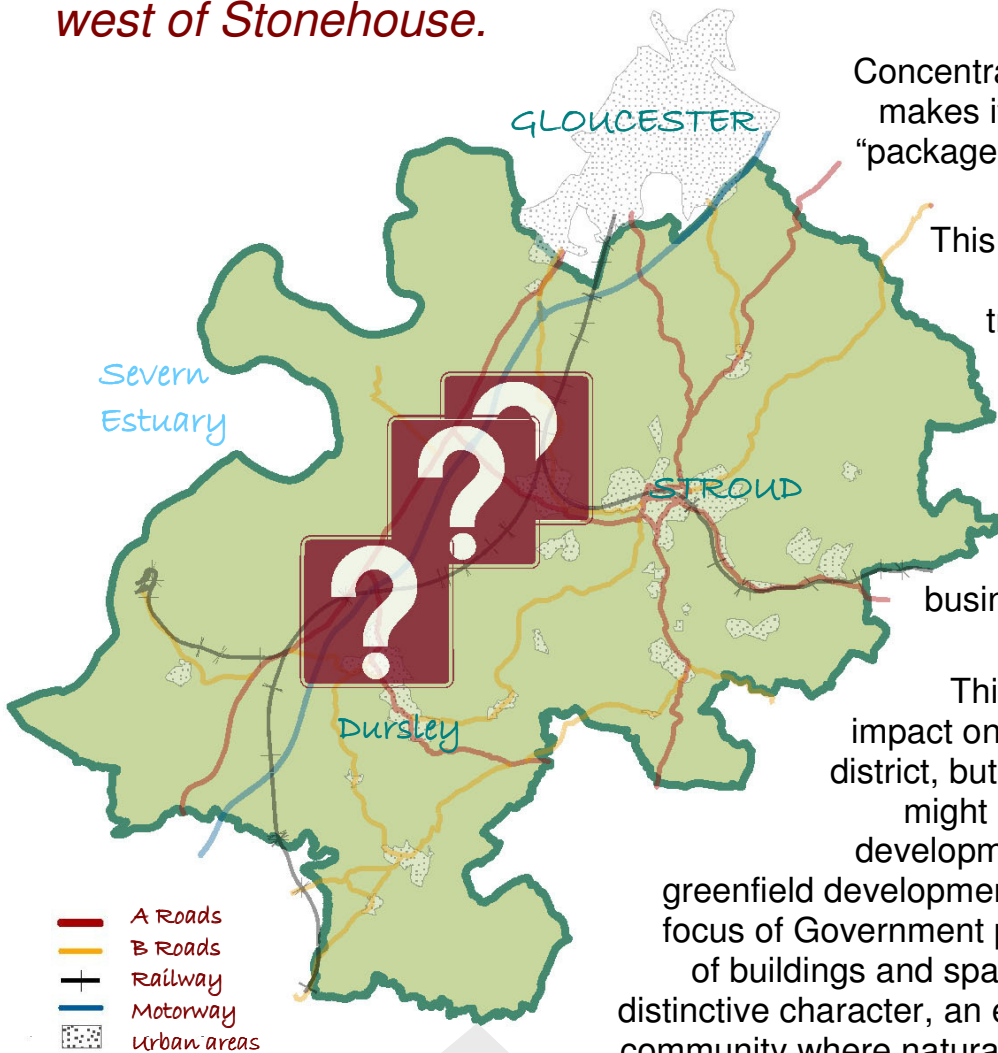
Earlier rounds of public consultation suggested that the Core Strategy should place climate change, environmental issues, local distinctiveness and care for our high quality natural and built surroundings at its heart.

Tackling climate change is a key Government priority for the planning system, as is the creation of sustainable communities. We will be placing environmental consciousness and sustainability at the heart of our planning process and this will be a major factor in deciding which areas and sites are suitable and for what type and intensity of development.

Strategy Option A

Concentrated Growth Point Strategy

with 2000 dwellings concentrated at **either** Cam, Eastington, or west of Stonehouse.



Concentrating development in one place makes it easier to deliver an integrated “package” of infrastructure and services.

This scale of development provides great potential for improving transport infrastructure, such as bus services and cycle routes. The community could be served by a comprehensive renewable energy scheme – and this could potentially even supply homes and businesses in the surrounding area.

This strategy would mean minimal impact on the character of the rest of the district, but the impact on the chosen area might be profound. It’s also likely that development on this scale would involve greenfield development – contrary to the “brownfield” focus of Government policy. However, careful design of buildings and spaces could create a place with a distinctive character, an energy efficient and low-carbon community where natural habitats and biodiversity were actually enhanced.

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This strategy option would consist of a single mixed-use development, where new employment and business premises would be integrated, as well as the 2000 new homes. This large-scale mixed-use approach offers an opportunity to grow a self-sustaining community as far as possible, although clearly the need for people to commute to work elsewhere can never be eliminated.

Indicative floorspace that would be required on a mixed use development, in order to meet an employment density of two jobs per new household, is as follows:

- General industrial: 46,240 sq.m
- General office: 19,000 sq.m
- Warehousing & distribution: 50,000 sq.m
- Retail & leisure: 12,000 sq.m

Strategy Option B

Concentrated Development Strategy

with 1000 dwellings concentrated at **two** of the following settlements: Cam, Eastington, west of Stonehouse, Brimscombe & Thrupp or Whitminster.

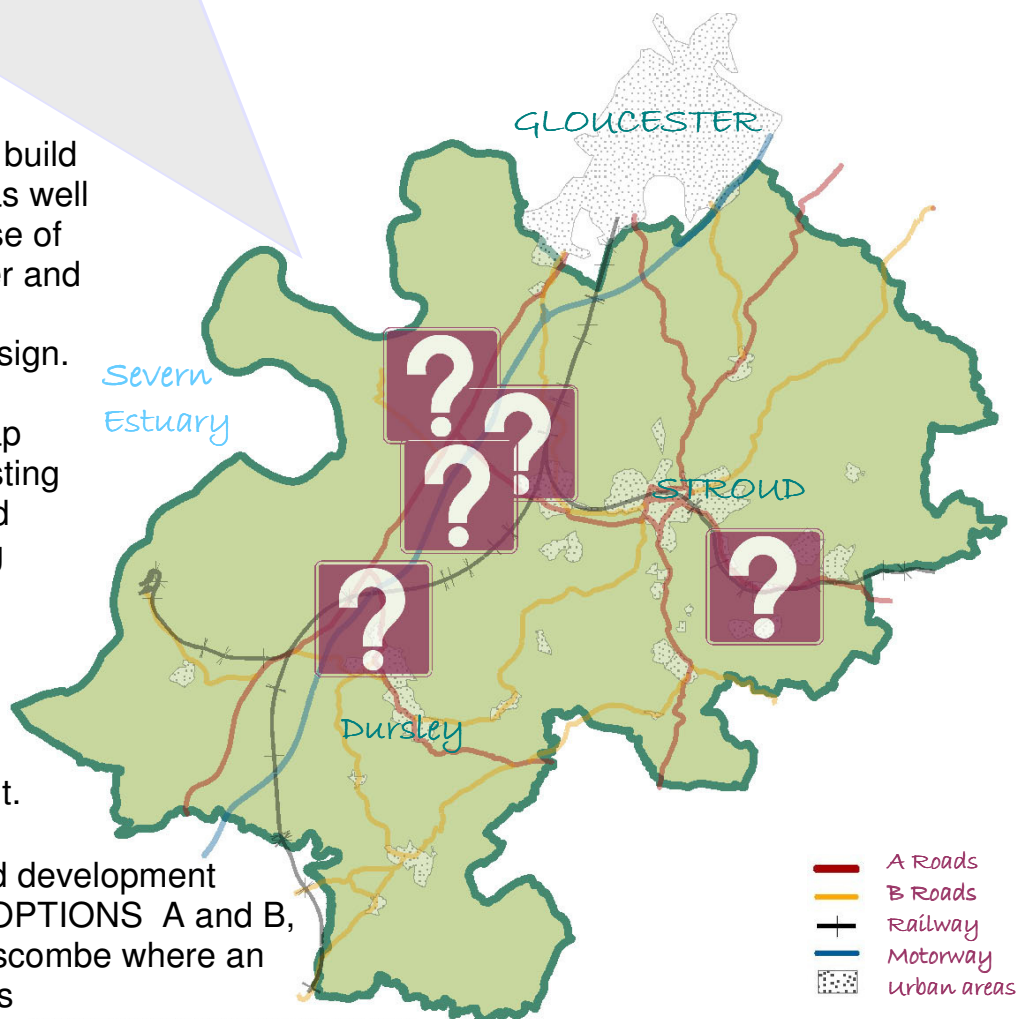
This strategy option would consist of two large mixed-use developments, where new employment and business premises would be integrated, as well as new housing. This kind of scale and mixed-use approach offers potential benefits in terms of creating sustainable communities.

In order to meet an employment density of two jobs per new household, these areas of floorspace would be needed at both development locations:

■ General industrial:	23,800 sq.m
■ General office:	9,050 sq.m
■ Warehousing & distribution:	25,000 sq.m
■ Retail & leisure:	12,000 sq.m

Like Option A, this sort of scale of development does offer opportunities to build sustainable communities as well as to create a strong “sense of place”, distinctive character and make environmental enhancements through design. But the various locations differ in their potential to tap into and integrate with existing infrastructure, services and facilities in the surrounding area and it is questionable whether a new community of this size would be sufficient to sustain the services and facilities developed for it/as part of it.

Similar issues of greenfield development are likely to apply to both OPTIONS A and B, with the exception of Brimscombe where an intensive “brownfield” focus would be needed.



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Strategy Option C






Cluster Strategy

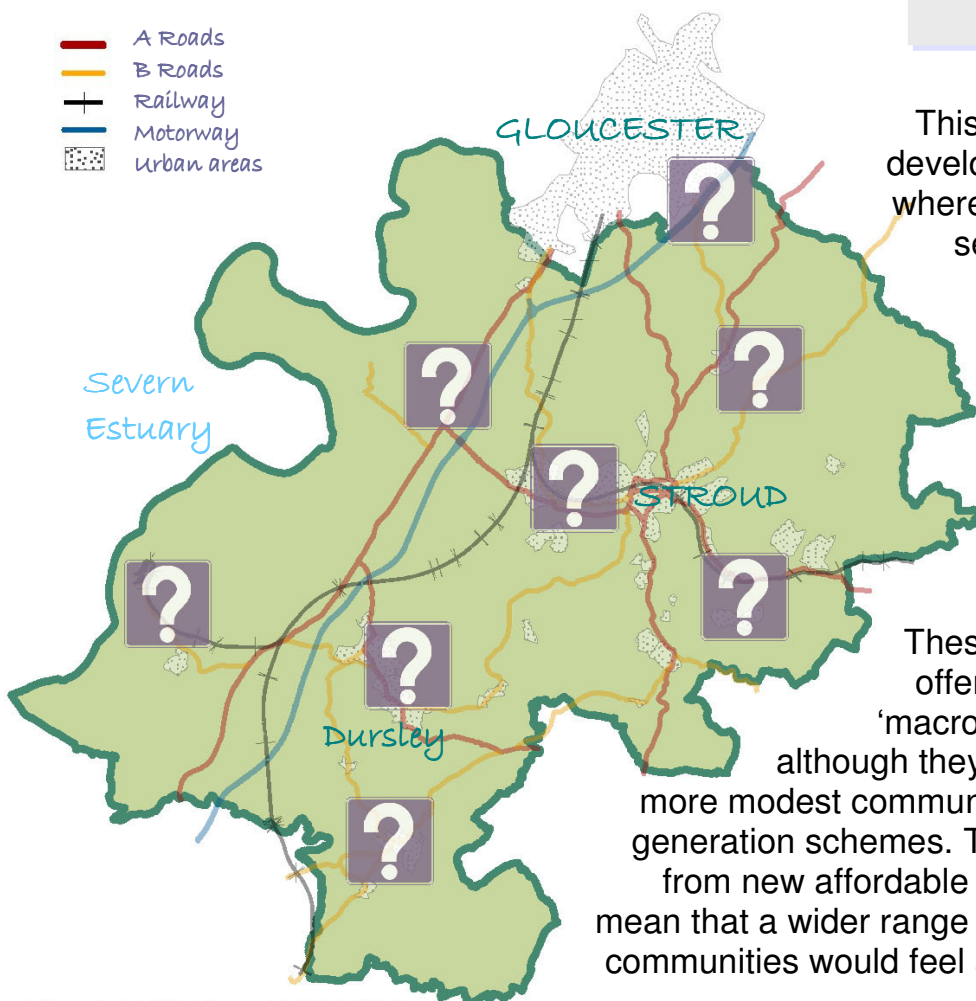
200 to 250 dwellings at 8 Settlements, boosting local service centres that serve a rural hinterland. These could be located at:

- **Gloucester Fringe** (either Haresfield or Upton St Leonards)
- **Stonehouse Cluster** (either at Stonehouse, Eastington, Kings Stanley or Leonard Stanley)
- **Cotswold Cluster** (at Painswick)
- **Stroud Valleys** (either at Stroud, Randwick, Cainscross, Brimscombe & Thrupp or Minchinhampton)
- **Cam/Dursley Cluster** (either at Cam, Dursley or Stinchcombe)
- **Wotton Cluster** (at Wotton-under-Edge)
- **Berkeley Cluster** (either at Berkeley or Newtown/Sharpness)
- **Severn Voice** (either at Frampton-on-Severn or Whitminster)

At each of the eight locations, the amount of new employment floorspace that would be required, in order to meet an employment density of two jobs per new household, is indicated as follows:

- General industrial: 2,975 sq.m
- General office: 1,187.5 sq.m
- Warehousing & distribution: 3,125 sq.m
- Retail & leisure: 750 sq.m

-  A Roads
-  B Roads
-  Railway
-  Motorway
-  Urban areas



This strategy means focussing new development at local service centres, where some facilities already exist to serve the surrounding rural area.

It offers the potential to boost the district's market towns and larger villages, to help sustain their existing facilities, as well as bringing infrastructure and amenity improvements and more local employment opportunities.

These smaller scaled developments offer limited potential to incorporate 'macro' renewable energy generation, although they could of course accommodate more modest community- or household-based 'micro' generation schemes. These locations could all benefit from new affordable housing. The distribution would mean that a wider range of settlements, landscapes and communities would feel a direct impact – but the effects could be very positive.

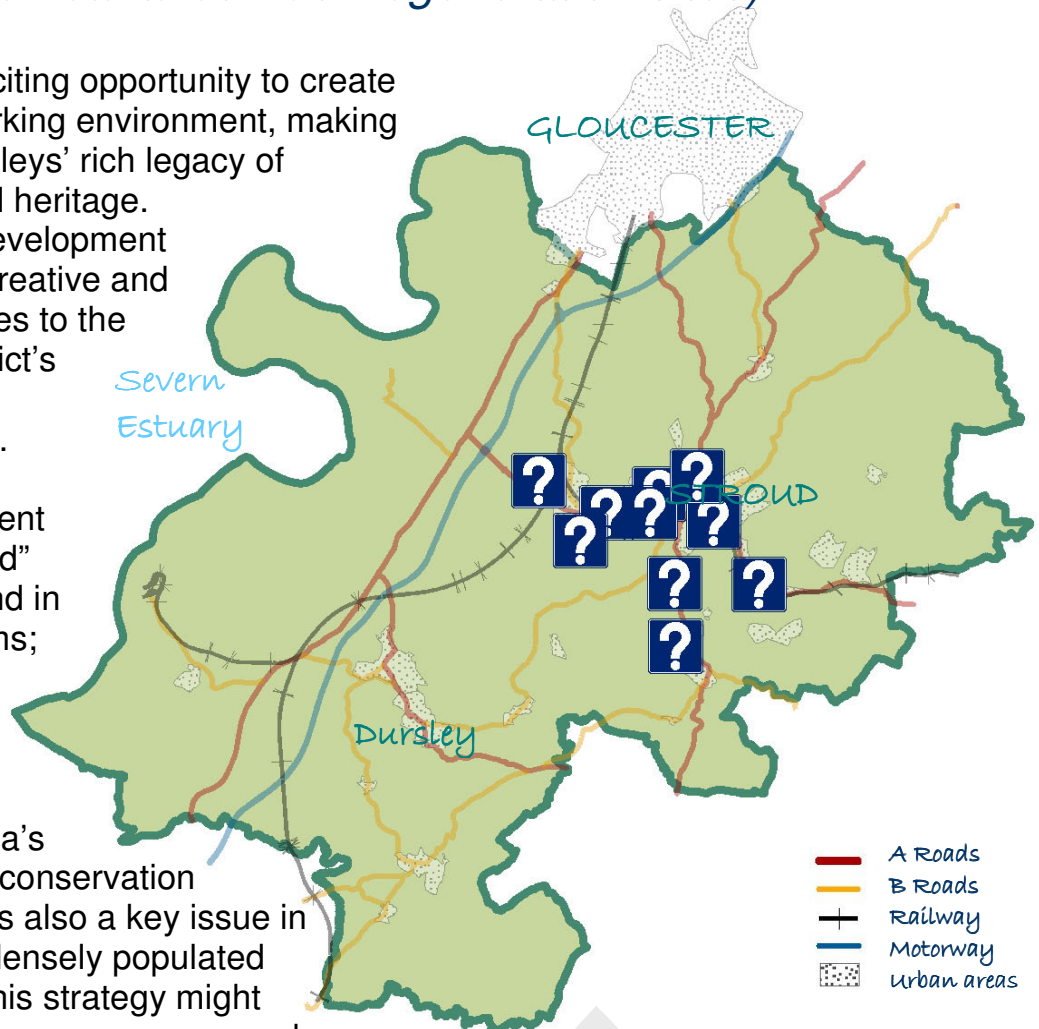
Strategy Option D

Stroud Valleys Strategy

Three 200 dwelling sites and the remaining 1400 to be found through a variety of smaller sites within the Stroud valleys (with a degree of focus upon canal corridor regeneration sites).

This strategy offers an exciting opportunity to create a distinctive living and working environment, making the most of the Stroud Valleys' rich legacy of historic mills and industrial heritage. Regeneration-focussed development could help to draw more creative and knowledge-based industries to the area, building on our District's existing skills base and cultural and artistic assets.

Many sites with development potential are on "brownfield" (previously developed) land in the industrial valley bottoms; but this brings associated constraints, risks and costs due to factors such as flooding, previous contamination and the area's many listed buildings and conservation areas. Traffic congestion is also a key issue in what is already the most densely populated part of the District, while this strategy might place pressure on valuable green spaces and gaps. Meanwhile, it might not deliver significant service or infrastructure benefits for the rest of the District.



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This strategy option would consist of three mixed-use developments, where new employment and business premises would be integrated alongside new homes; achieving balanced mixed developments on the smaller sites would probably be more difficult, but the following floorspaces are indicated:

	At each large site:	At the smaller sites:
■ General industrial:	4,760 sq.m at each.	23.8 sq.m per dwelling.
■ General office:	1,900 sq.m at each.	9.5 sq.m per dwelling.
■ Warehousing & distribution:	5,000 sq.m at each.	25 sq.m per dwelling.
■ Retail & leisure:	1,200 sq.m at each.	6 sq.m per dwelling.

Strategy Option E

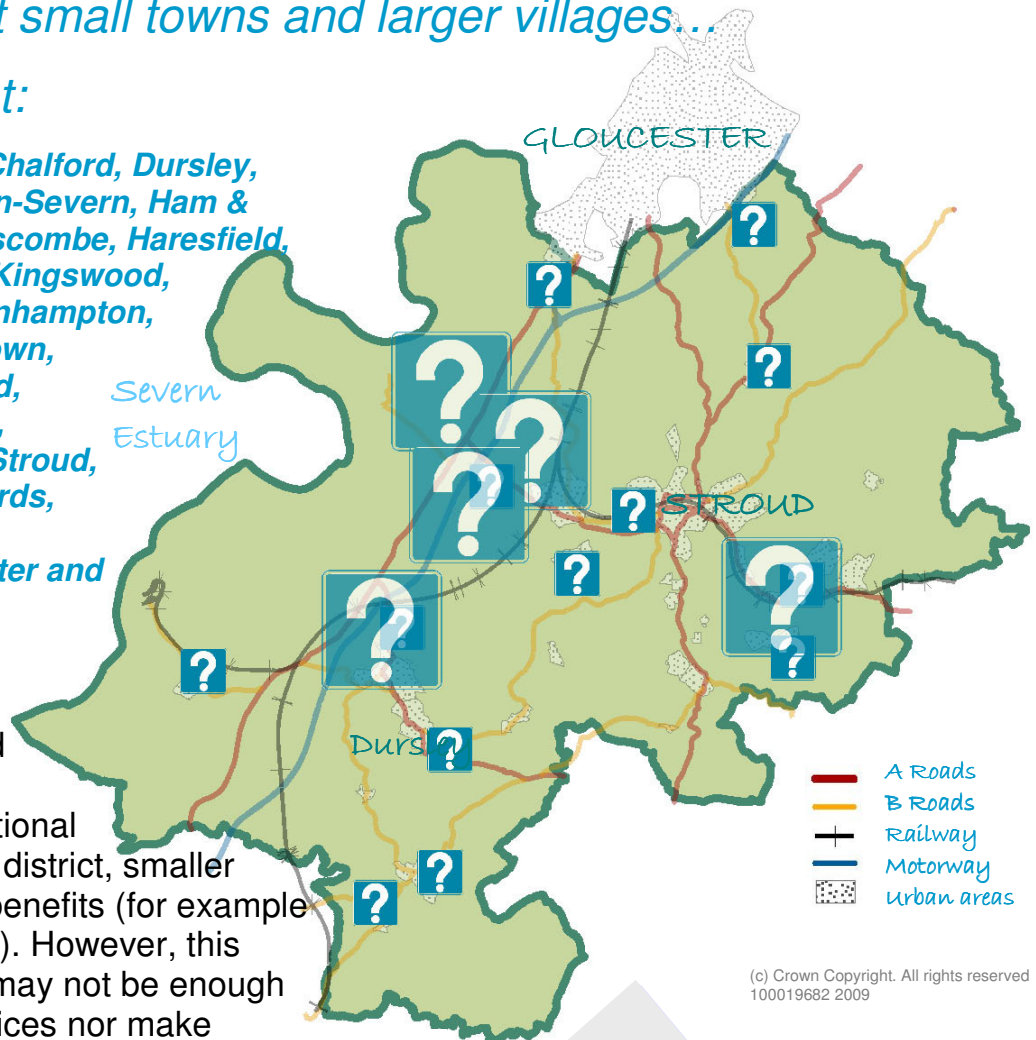
Town and Country Combination Strategy

One site of 1000 dwellings at **either** Cam, Eastington, Brimscombe & Thrupp, West of Stonehouse or Whitminster; **and** at least 10 sites of 100 dwellings or less, dispersed across the District to support small towns and larger villages...

These could be at:

Berkeley, Bisley, Cam, Chalford, Dursley, Eastington, Frampton-on-Severn, Ham & Stone, Hardwicke, Harescombe, Haresfield, Hinton, King's Stanley, Kingswood, Leonard Stanley, Minchinhampton, Moreton Valence, Newtown, North Nibley, Nympsfield, Painswick, Rodborough, Standish, Stonehouse, Stroud, Thrupp, Upton St Leonards, Whiteshill & Ruscombe, Whitminster, Woodchester and Wotton-under-Edge.

This option offers many of the same benefits and risks as OPTION B. But by spreading some additional development across the district, smaller communities may reap benefits (for example more affordable housing). However, this spread of development may not be enough to boost ailing local services nor make investment in new facilities and infrastructure viable in some of the smaller communities.



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Strategy Option E would consist of one large mixed-use development, where new employment and business premises would be integrated with new housing; plus a series of smaller sites (for the purposes of illustration, these figures assume 10 such sites), where a straight forward ratio of 2 new jobs per new household may prove more difficult to achieve:

	At each large site:	At the 10 smaller sites:
■ General industrial:	23,800 sq.m at each.	1,190 sq.m at each.
■ General office:	9,050 sq.m at each.	475 sq.m at each.
■ Warehousing & distribution:	25,000 sq.m at each.	1,250 sq.m at each.
■ Retail & leisure:	6,000 sq.m at each.	500 sq.m at each.

Strategy Option F

Rural Communities Strategy

A 'dispersal' strategy with at least 25 sites spread across a wide range the District's parishes, each site accommodating between 50 to 100 dwellings...

These could be at:

Berkeley, Bisley, Cam, Chalford, Dursley, Eastington, Frampton, Ham & Stone, Hardwicke, Harescombe, Haresfield, Hinton, King's Stanley, Kingswood, Leonard Stanley, Minchinhampton, Moreton Valence, Newtown, North Nibley, Nympsfield, Painswick, Rodborough, Standish, Stonehouse, Stroud, Thrupp, Upton St Leonards, Whiteshill & Ruscombe, Whitminster, Woodchester and Wotton-under-Edge.

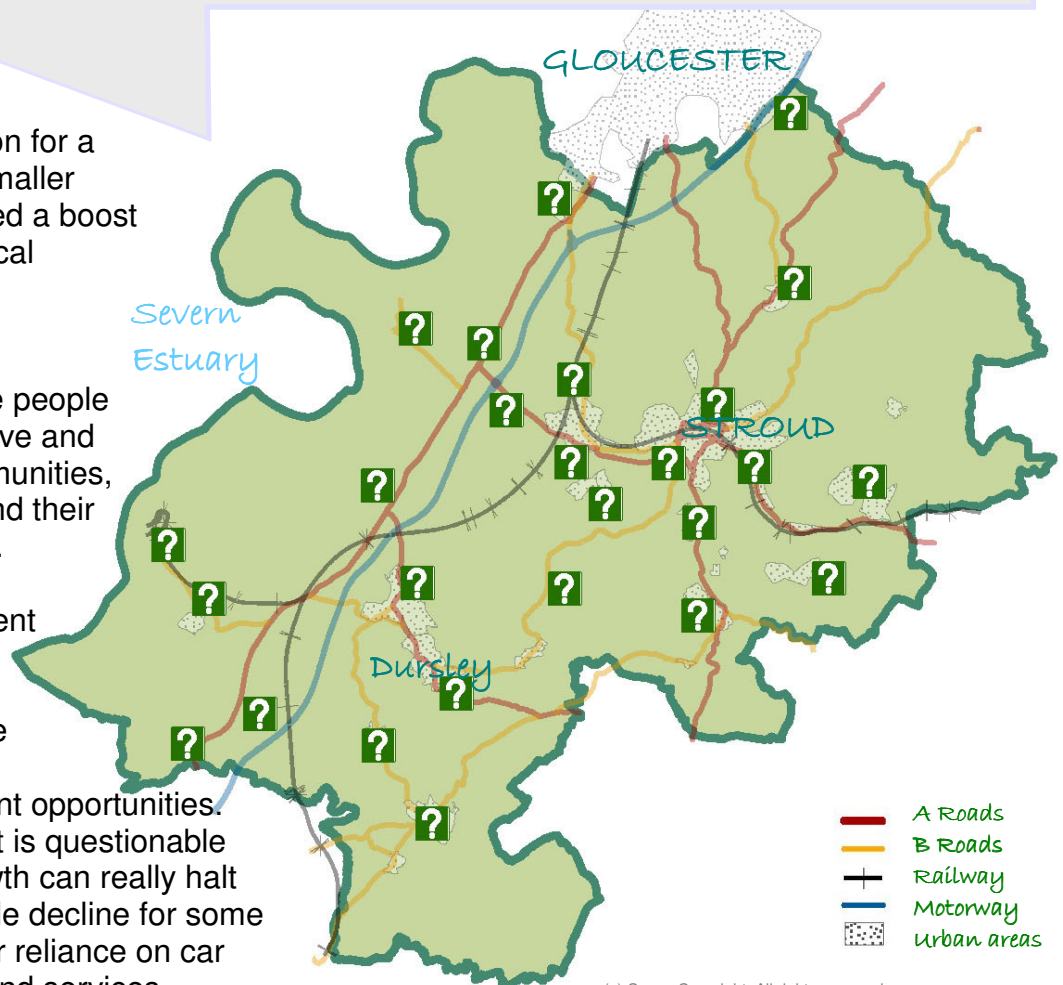
This Strategy would see new development split across 25 or more locations, so it is likely to be more difficult to plan for balanced mixed-use developments at each place: some locations might be entirely unsuited to certain forms of employment use.

In theory, the following floor-spaces would be needed at each location if we are to build sustainable communities:

- General industrial: 2,380 sq.m
- General office: 550 sq.m
- Warehousing & distribution: 2,500 sq.m
- Retail & leisure: 600 sq.m

Dispersion often appears a logical and popular solution for a rural area, where many smaller communities feel they need a boost in order to sustain their local amenities and facilities. It offers an opportunity to deliver housing (including affordable housing) where people would like the chance to live and work, in established communities, perhaps close to family and their existing support networks.

But this kind of development is unlikely to deliver a complete and integrated "package" of infrastructure and facility improvements alongside new employment opportunities. And as with OPTION E, it is questionable whether this scale of growth can really halt what could be an inevitable decline for some rural communities, nor our reliance on car transport to access jobs and services.



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Strategy Option G

Dispersal Strategy

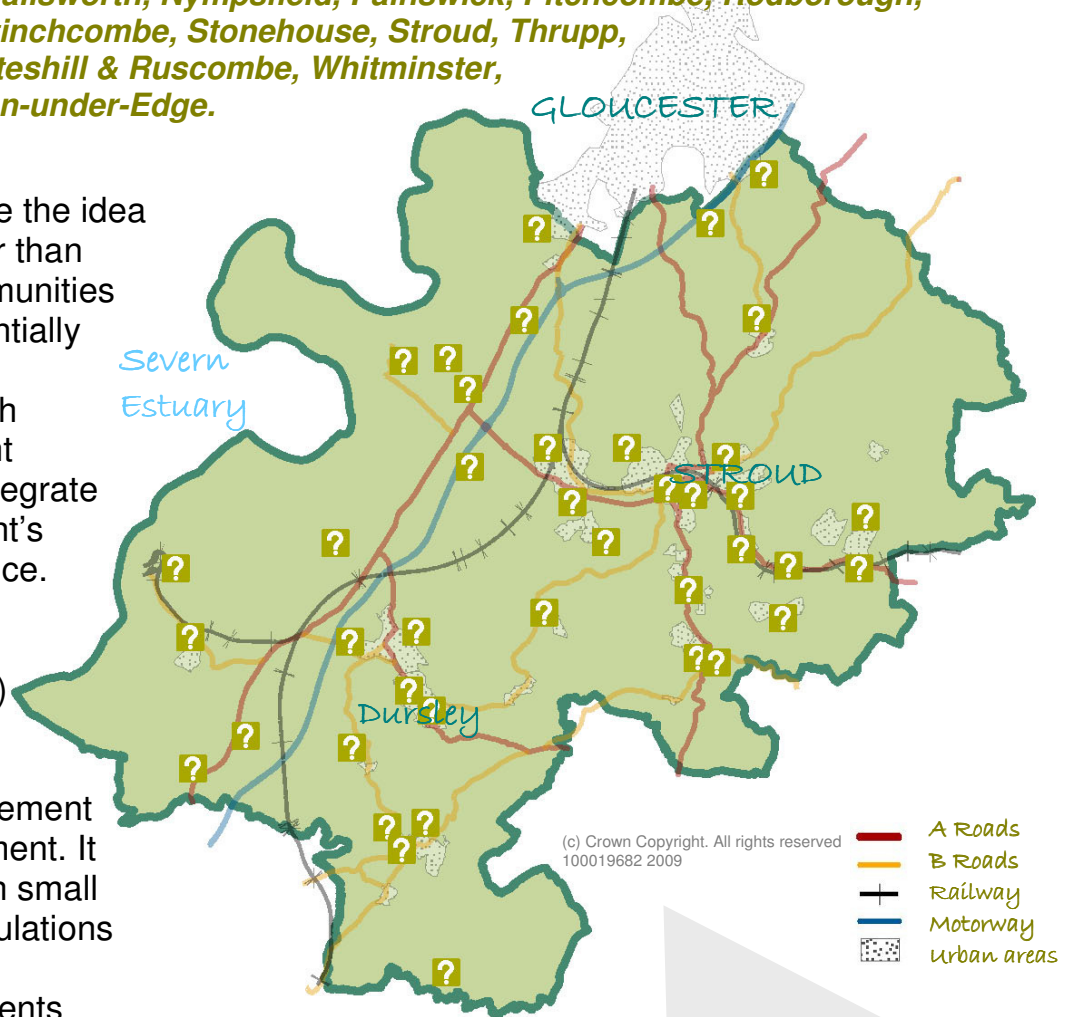
Focussing on a wide range of small sites. At least 40 sites of 10 to 50 dwellings, distributed amongst the District's parishes...

These could be at:

Alkington, Berkeley, Bisley, Cam, Chalford, Dursley, Eastington, Frampton, Fretherne, Hamfallow, Ham & Stone, Hardwicke, Harescombe, Haresfield, Hillesley and Tresham, Hinton, King's Stanley, Kingswood, Leonard Stanley, Longney, Minchinhampton, Moreton Valence, North Nibley, Nailsworth, Nympsfield, Painswick, Pitchcombe, Rodborough, Slimbridge, Standish, Stinchcombe, Stonehouse, Stroud, Thrupp, Upton St Leonards, Whiteshill & Ruscombe, Whitminster, Woodchester and Wotton-under-Edge.

This Strategy would take the idea of dispersal even further than OPTION F. Many communities would be affected, potentially benefiting from new affordable housing. Such small scale development could be designed to integrate well with each settlement's character and appearance.

But sites on previously developed ("brownfield") land may be hard to find, so some locations might face edge-of-settlement or "greenfield" development. It is also unlikely that such small increases in village populations would justify significant infrastructure improvements (new bus services for example) and indeed they may not even be sufficient to make village amenities (such as pubs, shops or post offices) truly viable. This strategy might not improve the sustainability of our villages and small settlements in any meaningful way, nor reduce the district's car dependency.



Theoretically, the following floorspaces would be needed at each location in order to build sustainable communities. In reality, though, achieving an overall balance of two new jobs per new household might require a separate strategy for employment distribution at other locations.

■ General industrial:	1,156 sq.m
■ General office:	475 sq.m
■ Warehousing & distribution:	1,250 sq.m
■ Retail & leisure:	300 sq.m

What do you think?

This mini guide just outlines the seven strategy options in brief – you can find more detailed summaries in the full consultation document, together with a first draft of the broad-brush policies that will eventually support the chosen spatial strategy.

There are a number of questions posed throughout the consultation document:

? What do you think of each Strategy Option (A–G)? Please consider each option in turn and tell us whether, in very broad terms, you would support or oppose each one.

You will also have the opportunity to tell us which one is your preferred strategy and to comment about the pros and cons of specific locations.

? Locations: Do you support or object to a particular location? Why?

Has this put you off a particular strategy option? If the location(s) you object to were not included, would you feel more supportive of that option?

? Employment: What do you think the impact of each of the strategy options would be for employment provision within the District?

? Climate Change: How do you think each strategy would affect the District's ability to adapt to Climate Change and to minimise our contribution to it?

You can simply tell us what you think about each spatial option or policy (do you broadly support it, oppose it or have reservations about it?), or you can get into a bit more detail about the implications as you see them for things like employment provision, or transport.

Although we would welcome your thoughts about the indicative locations we have shown in the spatial options, please bear in mind that these are not yet site-specific proposals. The locations shown for each option simply offer the potential for development on the scale being suggested.

Please make sure that we receive consultation responses by the end of the day on Monday 22nd March 2010.



We would be grateful if you would use the Council's response form to answer the questions in the consultation document. Turn the page to find out how you can get hold of forms...

How to get involved and have your say

Here's how you can get your hands on the consultation document and the response forms...

The main consultation document is a discussion paper, which looks at each of the seven alternative spatial strategies and proposed policies in a bit more detail. You can see this online at www.stroud.gov.uk/core and at the following locations during their normal opening hours:



- Town and parish council offices that open to the public: Berkeley, Cainscross, Cam, Chalford, Dursley, Minchinhampton, Nailsworth, Painswick, Rodborough, Stonehouse, Stroud, Wotton-under-Edge
- Public libraries at Berkeley, Brockworth, Dursley, Nailsworth, Minchinhampton, Painswick, Quedgeley, Stonehouse, Stroud, Wotton-under-Edge



- The customer service centre at Stroud District Council offices, Ebley Mill. There are computers for public internet access here as well.



- The Tourist Information Centre at the Subscription Rooms, Stroud

You can print out **consultation response forms** from our website or take a photocopy from APPENDIX 1 of the main document. Please return your completed form to the address given on the back of this leaflet by Monday 22nd March 2010. If you are unable to print out a form from our website or take a photocopy from APPENDIX 1, please phone 01453 754143 and we can send you a copy in the post.

If you have internet access, you can access the questions online and submit your comments to us directly without having to fill in a response form – which will help us to save paper and save time [go to www.stroud.gov.uk/core and follow the links to our consultation portal]

If you want to know how we came up with the issues, objectives and targets that have informed the Alternative Strategies, there is information on our website about the Core Strategy's **evidence base:**



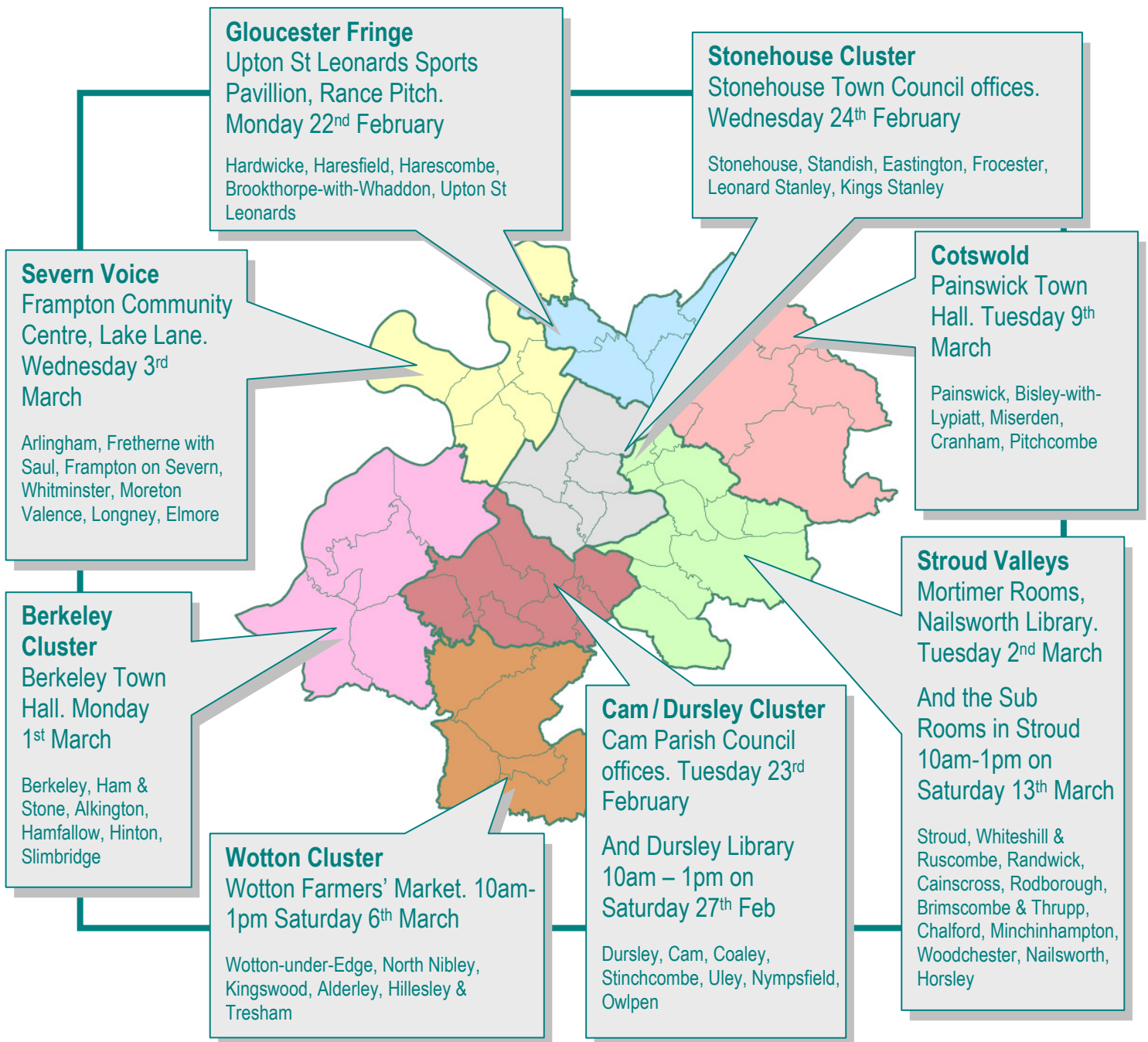
We have been collecting facts and figures and gathering opinions over a long period of time, and we will continue to do so over the next year. This is what is known as the “evidence base”: it's what helps us to identify the district's current and future needs, as well as obligations (like having to provide a certain number of new homes over a particular period). We have published a number of topic papers and background studies to accompany this consultation.

Come along to our roadshow

We are holding drop-in sessions and exhibitions around the district during February and early March. You'll be able to chat to officers working on the Core Strategy and find out more about the issues affecting the district. Copies of all the documents we have published in connection with this consultation will be available to view and you can pick up consultation response forms there too.

There will be an event in each of these parish clusters. You can come along to any one of these, but we are hoping that this grouping will help to build up a picture of the particular issues and options that most concern different parts of the district. You can drop in at any time between 3pm and 7pm (or between 10am and 1pm for the Saturday events).

We are also holding a special exhibition and forum for local businesses at the council offices, Ebley Mill (date to be confirmed). Please contact us for more info.



Producing the Core Strategy – what happens next?

The Core Strategy won't be finally adopted until 2011. The Council is still at a relatively early stage in producing the plan. Since last year, there has been ongoing contact with the District's residents and businesses, as well as key stakeholders and interest groups, and this will continue as we refine the various options, look at alternatives and develop a draft document, known as the "preferred strategy". The draft document will then be published to allow everyone to comment and, if necessary, suggest changes.

1. In Spring 2009 we published a discussion paper and a questionnaire, looking at key issues for the District and what our options might be for addressing those issues. How people responded to the issues has helped us to develop a set of priorities and 'strategic objectives' for the Core Strategy.

2. The current consultation on "*alternative strategies*" sets out a range of possible routes that the District could take, in order to achieve some challenging objectives and to meet our obligations.

we
are here

3. In September (2010), we will publish a draft document (the "*preferred strategy*") and there will be 6 weeks of public consultation on it.

4. In January 2011, the finalised draft will be submitted to the Secretary of State and there will be another 6 weeks of public consultation.

5. There will be a Public Examination of the document in May 2011 and, following an Inspector's report, the final document will be adopted later that year.

Contact us



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Find more information and download consultation forms or submit your comments online at:
www.stroud.gov.uk/core

email core@stroud.gov.uk

phone 01453 754143 for copies of the response form, any core strategy queries or large print, foreign language or Braille versions of the consultation documentation